

# ACCESS 2 MOUNTAIN Newsletter No.2

## Implementation in progress - revealing first results

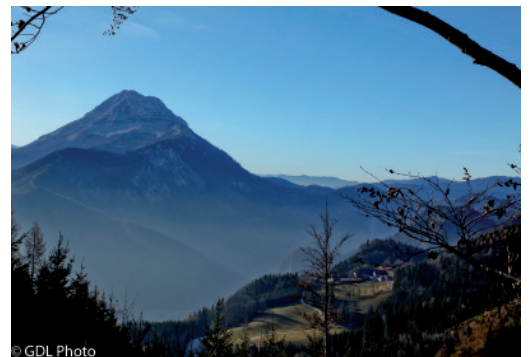
Since the release of its first newsletter in March, **Access2Mountain** has achieved further intermediary work package outputs and finished its first best practice collection. Preparation of the **pilot activities** in the model regions is under way. Relevant stakeholders have already been involved and the information flow with the local and regional press has been established. Some of the activities are going to start in the current summer season. Therefore, the two **best practice collections**, one on railway operations, the other on multi-modal transport, will serve the project partners as important reference.

In April, the **third partner meeting** (organized by NORDA) was held in Miskolc, the capital of the North Hungary region. Besides an exchange on the latest results and workflows, an implementation plan for the second project year was discussed and the responsibilities were distributed among the project partners. After the work sessions the hosts introduced their guests to North-Hungarian cultural and culinary specialties. In addition to that, a ride on the marvellous Lillafüred railway was on the agenda.

## Success factors of regional and narrow-gauge railways

The results of a survey of eighteen regional railways show that successful railways gain passengers and retain them if they have a professional **market presence**. The most successful railways (e.g. Rhaetian Railway, Vinschgerbahn, Usedomer Bäderbahn, Zillertalbahn, Harz narrow-gauge railways) have become high-quality brand names which give their region a positive image.

Offers for different **target groups**, including specials for families, a good price-performance ratio as well as the support of local and regional authorities, tourist associations and residents are among the core success factors. Working out **strategy and action plans** for regional railways, with the participation of all relevant stakeholders, is a recommended approach to cope with the multidimensional challenges of tourism and other markets of railways. For more detailed results of the study, visit the **Access2Mountain-website!**





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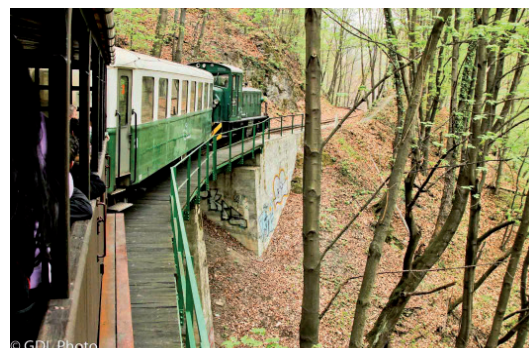
## North-Hungary – region of values

North-Hungary is a three-county region of several World Heritage sites, various landscapes, romantic and medieval castles, cultural particularities, unique vines and fruit brandy (or “firewater”). **Miskolc**, the capital of the region, is the meeting point of different geographical regions: it is located near the foot of the Bükk Mountains, in the valley of the river Sajó and the streams Szinva and Hejő. The whole region is characterized by a high level of diversity in geographical terms as it includes some areas of the Great Plain and the North Hungarian Mountains. An increasing variety of tourist destinations is continuously being developed for tourists and locals who are interested in discovering enchanting places hidden in the depths of the mountain areas in order to rest and get back their energy by embracing nature.

The Regional Development Agency of North-Hungary LLC (NORDA), responsible for planning and managing both Tourism Development and the Development of Road Infrastructure Priorities of the Regional Operational Programme, joined **Access2Mountain** with the aim of stepping forward in promoting the accessibility of rural regions of Bükk and Zemplén Mountains as well as to establish a basis for the joint development of cross-border tourist routes between the neighbouring territories of North-Hungary and the Košice region. Activities were focused on studying the feasibility of **cross-border intermodal routes** providing access to tourist attractions in line with the needs of local population and explorers, as well as on the elaboration of a common action plan for the further development of neighbouring areas. After one year of cooperation, NORDA decided to leave the consortium. In mid-June, the partnership welcomed Miskolc Holding, which represents the same geographical region and has a broad experience with similar EU projects. Thus Miskolc Holding will be capable to continue all planned activities in North-Hungary successfully.



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## Midterm-Conference: 16<sup>th</sup> to 18<sup>th</sup> October 2012

In October 2012, after one year and a half of in-depth analyses and first pilot implementation activities, the midterm conference in **Košice** will provide an opportunity for an **interim conclusion**.

Not only will the project partners present their outputs and results, but external experts and stakeholders in the field of **transport and tourism** as well as related disciplines will also be invited to present their views on the project. One of the highlights of the three-day conference will be a study visit to the popular Tatra railway.



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### Transferable multimodal transport practices

The collection of **good practices on multimodal transport** aims to be a source of inspiration and a decision-making tool for stakeholders in the field of transport and tourism, in order to determine appropriate measures for multiple modes of sustainable transport. About sixty good practices from various regions have been grouped in six categories providing examples of accessibility to nature parks or ski resorts, traffic solutions for highly frequented mountain/hiking destinations, bike-and-bus packages, on-demand bus services, etc.

The most interesting aspect is **transferability** from one territorial context to another (with different framework conditions).

First conclusions point to a set of factors increasing a project's successful implementation and operation. It is essential, for example, to have professional project planning, along with the motivation and commitment of important stakeholders; further, it is necessary to carry out accompanying marketing activities and to cooperate with and provide information to tourist information centres.

### An environmental model to support sustainable decisions in regional mobility

The environmental transport model for **Access2Mountain** is taking shape and a first prototype was presented during the third partner meeting. It is grounded on the assumption that mobility is a function taking place in a complex and strongly interrelated system, where environmental and human aspects coexist and are related to each other through **chains of impacts and feedback**. Along these lines, the modelling exercise will focus on how the mobility systems in each model region have an impact on, and are influenced by the surrounding economic, social and ecological environment. The analysis will openly target the tourist sector, which is a promising and viable one, to trigger regional growth while assuring at the same time a strong commitment to sustainability.

Based on the **“system thinking”** approach, the model will analyse effects and feedbacks for different transport modes in the model regions in five thematic domains, namely the economic, social, institutional, technical-operational and environmental-landscape domains. As it is based on data obtained from the partner regions, the model aims at providing sound support for decision makers deciding on sustainable mobility policies.





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### Project Partners

Lead partner U-AT - Environment Agency Austria, AT

ERDF partner bmvit- Federal Ministry of Transport, Innovation and Technology, AT

ERDF partner Gesäuse - National Park Gesäuse, AT

ERDF partner Mostviertel - Mostviertel-Tourism Ltd., AT

ERDF partner NORDA Regional Development Agency of North Hungary Non-Profit Ltd., HU (until June 2012)

ERDF partner Miskolc Holding - Miskolc Holding Local Government Asset Management Corporation, HU (from June 2012)

ERDF partner UNICAM - University of Camerino, IT

ERDF partner EURAC research – European Academy of Bozen/Bolzano, IT

ERDF partner CJIT Maramures - County Center for Tourism Information, RO

ERDF partner ARR-KE - Agency for the Support of Regional Development Kosice, SK

20% ERDF partner RARR-PL - Rzeszow Regional Development Agency, PL

10% partner TIMOK -Timok Club, RS

10% partner CFUA - Carpathian Foundation Ukraine, UA

The project enjoys widespread support at transnational, national and regional level: the Permanent Secretariat of the Alpine Convention, Focal Points of the Carpathian Convention, European Federation of Museum and Tourist Railways, Ministries of Environment (AT, IT), Ministries of Transport(SI, PL) and other observers at the regional level of the project partners.

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### Upcoming Highlight(s)

17<sup>th</sup>-19<sup>th</sup> September 2012:

4<sup>th</sup> Partner meeting in Bolzano/Italy

16<sup>th</sup>-18<sup>th</sup> October 2012:

Midterm Conference in Košice/Slovakia

**All about ACCESS 2 MOUNTAIN at  
[www.access2mountain.eu](http://www.access2mountain.eu)**

### Downloads

Best practice study *NEW!*

Project brochure *NEW!*



### CONTACT

#### Lead Partner

Environment Agency Austria

Agnes Kurzweil, DI

T: +43-(0)1-313 04-5554

F: +43-(0)1-313 04-5400

E: [agnes.kurzweil@umweltbundesamt.at](mailto:agnes.kurzweil@umweltbundesamt.at)

#### Project Management

komobile, Romain Molitor, Dr. DI

Christine Zehetgruber, DI; David Knapp, DI MA

T: +43 (0)1 89 00 681 -51/42

F: +43 (0)1 89 00 681 -10

E: [access2mountain@komobile.at](mailto:access2mountain@komobile.at)